INDEX TO VOLUME 18

AUTHOR INDEX

Author and Item Number

Beatty, James R.	10	Kerr, William A.	3	Schuster, Camille P.	11
Blanchette, David M.	15	Lassk, Felicia G.	12	Sciglimpaglia, Donald	10
Clow, Kenneth E.	1	Lundstrom, William J.	11	Siegel, Carolyn F.	17
Cordell, Victor V.	2	Marshall, Greg W.	12	Spreng, Richard	5
Dröge, Cornelia	5	Marshall, Kimball P.	14	Stafford, Thomas F.	4
Duke, Charles R.	13	McDermott, Dennis R.	8	Titus, Philip A.	7
Faria, A.J.	16	Newell, Stephen J.	7	Urban, David J.	8
Gilbert, Faye W.	6	O'Hallaron, Richard D.	8	Wachter, Mary Kay	1
Goolsby, Jerry R.	12	Patel, Chris	9	West, James S.	7
Haas, Robert W.	10	Prenshaw, Penelope J.	6	Wellington, William J.	16
Ivy, Thomas T.	6	Rugimbana, Robert	9	White, D. Steven	11
Kennedy, Karen Norman	12				

SUBJECT INDEX

Item	Issue/Page	Title	Authors
		Pedagogy/Marketing Education	
1)	Spring 1996, pp. 48–59	Teaching Methodologies Used in Basic Marketing: An Empirical Investigation	Kenneth E. **Clow** Mary Kay **Wachter**
2)	Spring 1996, pp. 60–70	Application of Group Decision Support Systems in Marketing Education	Victor V. **Cordell**
3)	Summer 1996, pp. 39–49	Marketing Education for Russian Marketing Educators	William A. **Kerr**
4)	Fall 1996, pp. 3–13	A Tale of Two Cities: Team Teaching in Action	Thomas F. **Stafford**
5)	Fall 1996, pp. 25–34	Enhancing Involvement and Skills with a Student-Led Method of Case Analysis	Cornelia **Dröge** Richard **Spreng**
6)	Fall 1996, pp. 46–56	A Preliminary Assessment of the Effectiveness of Creativity Training in Marketing	Faye W. **Gilbert** Penelope J. **Prenshaw** Thomas T. **Ivy**
7)	Fall 1996, pp. 57–67	Investigating the Undergraduate Student Decision-Making Process of Selecting a Business Specialization: A Comparison of Marketing and Nonmarketing Business Students	Stephen J. **Newell** Philip A. **Titus** James S. **West**

		Faculty Issues	
8)	Spring 1996, pp. 4–13	Developing and Managing a Mission Statement: A Study of Marketing Departments	Dennis R. **McDermott** David J. **Urban** Richard D. **O'Hallaron**
9)	Spring 1996, pp. 14–20	The Application of the Marketing Concept in Textbook Selection: Using the Cloze Procedure	Robert **Rugimbana** Chris **Patel**
10)	Summer 1996, pp. 17–27	Using Peer Evaluations to Assess Individual Performances in Group Class Projects	James R. **Beatty** Robert W. **Haas** Donald **Sciglimpaglia**
		Curriculum	
11)	Summer 1996, pp. 5–16	Internationalizing the Marketing Curriculum: The Professional Marketer's Perspective	William J. **Lundstrom** D. Steven **White** Camille P. **Schuster**
12)	Summer 1996, pp. 28–38	Integrating Quality Improvement Tenets into the Marketing Curriculum	Greg W. **Marshall** Felicia G. **Lassk** Karen Norman **Kennedy** Jerry R. **Goolsby**
13)	Fall 1996, pp. 35–45	Exploring Student Interest in Entrepreneurship Courses	Charles R. **Duke**
		Course Content/Innovation	
14)	Spring 1996, pp. 21–36	Integrating Marketing Information Systems into Conventional Marketing Research Courses: A Four-Module Approach	Kimball P. **Marshall**
15)	Spring 1996, pp. 37–47	Marketing Education for Accountants	David M. **Blanchette**
16)	Summer 1996, pp. 50–61	The Use of Simulation Games in Marketing Classes: Is Simulation Performance Due to Luck or Skill?	William J. **Wellington** A.J. **Faria**
17)	Fall 1996, pp. 14–24	Using Computer Networks (Intranet and Internet) to Enhance Your Students' Marketing Skills	Carolyn F. **Siegel**